ABSTRACT

DIGITIZATION OF THE CIVIL SERVANT ADMINISTRATION SERVICE QUALITY OF THE STATE CIVIL APPARATUS GOVERNMENT OF* SORONG SELATAN *REGENCY

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*In order to ease the personnel administration services for the State Civil Apparatus (*Aparatur Sipil Negara *or* ASN*) in the Government of* Sorong Selatan *Regency,* BKPSDM *of* Sorong Selatan *Regency has made digital transformation efforts for personnel administration services through the* Sistem Informasi ASN *or* SIASN. *However, there are still ASNs that need time to get used to using it. This study aims to determine the quality of the digitization of personnel administration services of the State Civil Apparatus of the Government of* Sorong Selatan *Regency.*

This study applied mixed research methods, namely quantitative and qualitative research approaches, with a Sequential Exploratory design. Three informants participated in in-depth interviews with inclusion criteria serving as the Head of the Personnel Subdivision at the Education Office and the South Sorong Regency Health Office. The research sample was selected using the purposive sampling method of 195 ASN *employees at the Office of Education and the Office of Health in* Sorong Selatan *Regency. The data collection technique was carried out through structured interviews and document reviews.*

The results of the study reveal that more respondents agree with the quality of digitization of personnel administration services at BKPSDM *of* Sorong Selatan *Regency. It was measured based on 6 (six) dimensions of service quality. The percentage of respondents who consider the quality of digitization of administrative services to have met the SERVQUAL dimension includes the reliability dimension (90.4%), the responsiveness dimension (89.5%), the assurance dimension (92.7%), the empathy dimension (92.6%), and the tangibility dimension (87.1%). The results of the in-depth interview also support that the digitization of personnel administration services at BKPSDM is in accordance with the SERVQUAL dimension. This study recommends the need to provide a stable internet network and socialization of SOPs on information boards or banner stands in service rooms at BKPSDM of* Sorong Selatan *Regency.*

Keywords: ASN, Digitization of Personnel Administration, Service Quality

Translated by:
The AgencyES
Language Institute
File No.: 602-S2-225027